



- HBO prepares to put clamps on pirating
- Everything is rounded up for this year's Texas Show
- Affiliate relations board nears realization
- The push is underway to let AT&T openly compete

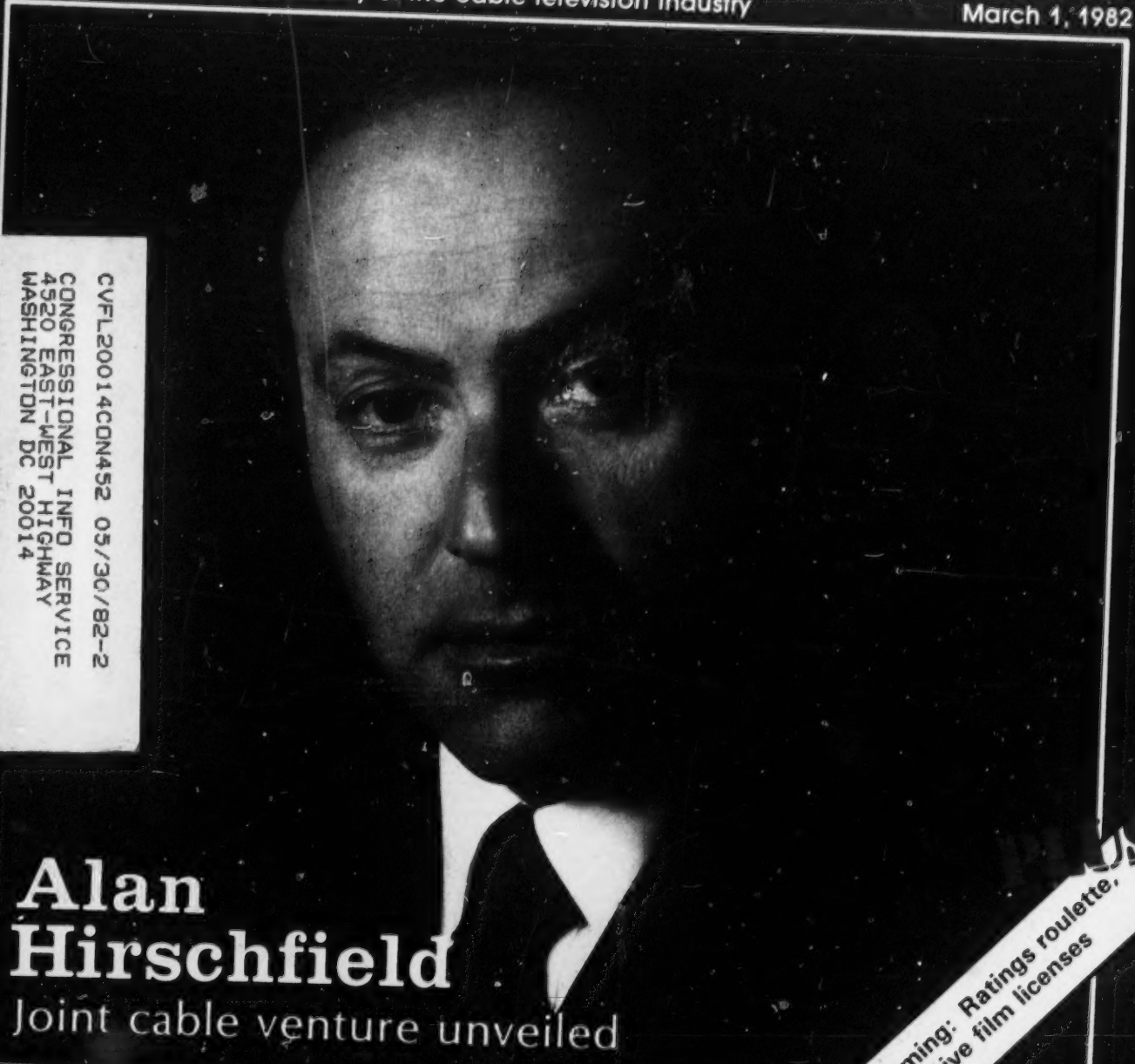
C 8920-2

CableVision

The news and features weekly of the cable television industry

March 1, 1982

CVFL20014CDN452 05/30/82-2
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014



**Alan
Hirschfield**

Joint cable venture unveiled

BEST AVAILABLE COPY

**Programming: Ratings roulette,
exclusive film licenses**

Between the lines/5
CableScope/9
NewsWire/10
Leading the week/13
Programming/27
Marketing/31
Advertising/34
CableVision Plus/35
Business/59
Franchising/69
Government & law/71
Technology/73
People/75
Events/77
Classifieds/78
Advertisers' index/83
From Washington/84
Cable stats/87
Parting words/90

TITSCH PUBLISHING, INC.: President, Robert Titsch; Executive Vice President, Paul FitzPatrick; Vice President, New York bureau, Barbara Ruger; Vice President, Washington bureau, Patrick Gushman; Controller, Michael Borer; Corporate Counsel, Gary Witt; **EDITORIAL OFFICES:** New York: Publisher, Barbara Ruger; Senior Editor—Editor, CableVision Plus, Jeri Baker; Associate Editors, Jean Bergantini Grillo, Gary Rothbart; Assistant Editors, Simon Applebaum, Karen Bloom; **Denver:** Editorial Director, Michael McCready; Managing Editor, Jim Craig; Editor-At-Large, Peter Evanow; Associate Managing Editor, Wayne H. Lasley; Managing Editor, CableVision Plus, Margaret Helminiak; Contributing Editor, Victoria Gits; Editorial Assistant, Julie Perrin; **Washington, D.C.:** Deputy Bureau Chief, David Price; **Los Angeles:** Bureau Chief, Patricia Goldstone; **PRODUCTION:** Traffic Director, Vicki Champion; Assistant, Vicki Wegman; Art Director, Brad Hamilton; Asst. Art Director, Cynthia B. Carey; Design Director, Robert D. Tonsing; Artists, Earl V. DeWald, Becky Johnson, Elizabeth Katelnick, Shari Wajda; **Typesetters,** Nancy Beggins, Fred Karstens, Ginger O'Leary, Joyce Smith; **Proofreader,** Judith Schwall; **Photo Editor,** Rob Stuehrk; **Photo Technician,** Bill Ellis; **ADVERTISING, Denver:** Vice President Sales, Paul R. Levine; Director of Marketing, Brian Callaghan; Account Executives, Lawrence P. Dameron III, Kim Korb; Cathy Lynn Wilson; **Classified Manager,** Suzanne Sparrow; **Customer Service,** Marcia Larson; **Traffic,** Barbara Coit, Pam Macy; **New York:** Regional Sales Manager, Sherwood S. Sumner; **OFFICES:** **Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5400-TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 3800 N. Fairfax Dr., Arlington, Virginia 22203, (703) 522-3888 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Publishing, Inc., 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of January 3, 1983, by Titsch Publishing, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5400-TA, Denver, CO 80217. March 1, 1982, Volume 7, Number 25. Subscription price: 1 year, \$54.00; 2 years, \$97.00; 3 years, \$130.00. Canada, Mexico and other foreign subscribers add \$30.00 per year. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5400-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulation.



On the cover

CBS Inc. and 20th Century-Fox Film Corp. have agreed to form a joint venture to serve the growing cable television and home video entertainment industries worldwide. Both firms expect the deal to be consummated within 30 days. **Page 13.**



San Antonio highlights

Thousands gathered for the annual Texas Show and as could be expected generated a lot of news of a wide variety of subjects. *CableVision's* team attending the conference kept careful track of all the happenings. **Page 23.**

Full competition

Officials of the FCC and the Reagan administration are throwing their collective weight behind a proposal to allow AT&T to compete openly in the market for enhanced services. To date, that idea is not doing any better than the original divestiture agreement. **Page 71.**

Boroughs at stake

Negotiations are scheduled to begin with New York City officials for the wiring of four heavily populated areas. Four firms are in the running, but everything is very hush-hush at this stage. **Page 69.**

In sequence

The cable version of *Pippin* is ready to show and The Entertainment Channel has the exclusive rights for that video run. However the musical will run first on worldwide in-flight showings by TWA. **Page 27.**

Crescendo

The formation of an affiliates relation board is nearing reality. Recent steps have pushed that effort toward a May deadline. Needless to say, not everyone touched by the effort is pleased. **Page 31.**

Piracy prevention

HBO has announced that within 10-12 months, it should have a scrambling device ready for distribution to its affiliates. The move was prompted by HBO's concern that unauthorized users were "pirating" the satellite signal. **Page 13.**

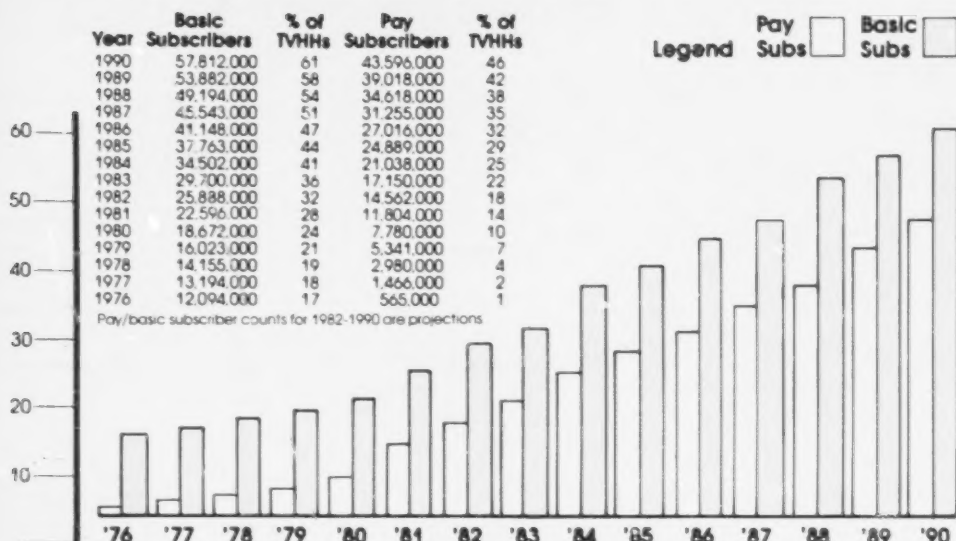


This week in CableVision Plus

An in-depth interview with 20th Century-Fox Chairman and Chief Executive Officer Alan Hirschfield brings perspective to the disclosure of a joint cable venture between 20th Century-Fox Film Corporation and CBS Inc. In a related piece, Jeri Baker examines exclusive pay TV licenses and the Hollywood/cable relationship. Completing the programming theme is a pay service discussion of adult fare, including the rating process, scheduling and public opinion. **Pages 35-58.**

Cable stats

Pay/basic cable growth



Cable barometer

Television households (TVHH) ... 80,700,000
Homes passed by cable (HP) 41,574,977
Percent of TVHH passed by cable 51.52%
Basic cable subscribers 22,596,000
Percent of TVHH with basic cable .. 28.00%
Percent of HP with basic cable .. 54.35%
Pay cable subscribers 11,804,000
Percent of TVHH with pay cable 14.62%
Percent of HP with pay cable 28.39%
Percent of basic subs with pay cable 52.24%

Film product comparison—March

Film	Networks	Distributor	Film	Networks	Distributor
A Fistful of Dynamite	TMC	MGM/UA	The Exterminator	ST	Embassy
A Global Affair	ST	MGM/UA	Eyes of a Stranger	HBO*	Warner Bros.
A Night Full of Rain		C* Warner Bros.	Eyewitness	HBO	20th Century-Fox
A Nightingale Sang in Berkeley Square			Fame	(ST) (TMC)	C MGM/UA
Alice, Sweet Alice	HBO*	Gold Key	The Final Conflict	(TMC)	C 20th Century-Fox
All Night Long	HBO*	Lorimar	The First Deadly Sin		C* First Deadly Sin Co.
All Screwed Up	HBO*	Universal	The First Family	(ST) (TMC)	C Warner Bros.
Altered States	HBO*	New Line Cinema	Five Fingers of Death		C* Warner Bros.
American Pop	(ST) (TMC)	Warner Bros.	Flare-Up		C MGM/UA
The Angel Wore Red	HBO	Columbia	Flash Gordon	HBO	HBO
Animal Crackers		C* MGM/UA	Fort Apache, The Bronx	HBO*	HBO
Any Which Way You Can	HBO	C* Universal	The Four Assassins		World Northal
The Apple	TMC	Warner Bros.	The Four Horsemen of the Apocalypse		
The Asphalt Jungle	(TMC)	C Swank	The 400 Blows	ST	C MGM/UA
The Attic	(ST)	C MGM/UA	Foxes	(ST) (TMC)	(C) MGM/UA
Battleground		C Film Gallery	From Hell to Victory	(HBO)	C Worldvision
Bedknobs and Broomsticks	HBO	C MGM/UA	From Noon Till Three	(TMC)	C MGM/UA
The Belles of St. Trinians		C Disney/Buena Vista	The Funhouse	HBO*	C Universal
Best Friends		C Allen Enterprises	Galaxina	ST* (TMC)	C Crown International
The Big Red One		C Gold Key	The Girl and the General		C MGM/UA
The Black Hole	HBO*	(C) Lorimar	Girlfriends		C Warner Bros.
The Black Pearl	HBO	(HTN) (HTN)	Gloria	(ST)	C Columbia
The Blues Brothers		Columbia	The Great Diamond Robbery		C MGM/UA
Breaker Morant	(HBO) (ST)	Universal	Green Horizons	ST	HTN
Breaking Point		New World	The Hand		C Warner Bros.
Bronco Billy		20th Century-Fox	Happy Birthday, Gemini	TMC	(C) MGM/UA
Bustin' Loose	HBO*	Warner Bros.	Hardly Working	TMC*	C Hardly Working Co.
Caddie	HBO	Universal	The Hearse	ST	C Viacom
Caveman		C Film Gallery	Heidi		C Warner Bros.
Cat and the Canary	HBO	MGM/UA	The Hellstrom Chronicles	ST	C HBO
The Changeling		(C) Universal	Home from the Hill		C MGM/UA
Chapter Two	HBO*	C* Chessman Park	Honeysuckle Rose	(HBO)	C Warner Bros.
Charlie Chan and the Curse of the Dragon Queen	HBO*	Columbia	Hopscotch	HBO	C Viacom
Cheech and Chong's Next Movie	(HBO)	American Comm.	H.O.T.S.	(ST) (TMC)	C Blum Group
Cleopatra Jones		Universal	Hot Lead and Cold Feet	(ST) (TMC)	C Disney/Buena Vista
The Competition	HBO*	Warner Bros.	The Howling	ST	C* Wescom
Countdown to Disaster	ST*	Columbia	Hugo the Hippo		C Columbia
Crazy Mama	ST	ITC	Humanoids from the Deep	ST*	C New World
Death in Venice		New World	The Hunter		C Paramount
Death Race 2000	ST	Warner Bros.	I Sent a Letter to My Love		
Dirty Tricks		Embassy	Improper Channels	HBO	HTN*
The Dream Never Dies		TSG	Island of 1,000 Delights	(HBO)	ST
Dressed to Kill	HBO	(C) Filmways	It's Alive		C Warner Bros.
The Electric Horseman	HBO*	Columbia	Johnny, We Hardly Knew Ye		C HBO
The Elephant Man	(HBO) (ST)	Paramount	Jimi Hendrix		C Warner Bros.
Escape from Alcatraz	(HBO) ST*	(HTN) (HTN)	Kagemusha		C 20th Century-Fox
Everything You've Always Wanted to Know About Sex But Were Afraid to Ask	(TMC)	C* MGM/UA	The Kid from Left Field		C HBO
			Killing Kind	ST	C Atlantic
			King of Kings	ST	C MGM/UA
			Kramer vs. Kramer	(HBO) ST*	C Columbia
			Leo and Loree	(TMC) (HTN)	C HBO

Cable stats

Film	Networks	Distributor
The Longest Yard	HBO (ST) (TMC)	Paramount
Lost Horizon	HBO	Columbia
Loving Couples	(HBO)	HBO
The Man Who Saw Tomorrow	HBO*	Warner Bros.
Melvin and Howard	ST*	Universal
My Bloody Valentine	(TMC)	Paramount
My Bodyguard	(HBO) (ST) (TMC)	20th Century-Fox
The North Avenue Irregulars	(ST) (TMC)	Disney/Buena Vista
North by Northwest	(HBO)	MGM/UA
The Nude Bomb		HTN*
Ode to Billy Joe		TMC
Oh, God!	HBO	Warner Bros.
Oh, God! Book II		Warner Bros.
Oh, God! Book III		HBO
Oliver Twist		HTN
One On One		HTN
One Trick Pony	ST*	(TMC)
Ordinary People	(HBO) ST*	(TMC)
The Other Side of the Mountain, Part II		C*
Outrageous	(HBO)	C
The Outsider	(HBO)	Paramount
Pete's Dragon	(HBO) ST*	Disney/Buena Vista
Phobia	(HBO)	Paramount
The Pilot	(HBO)	HTN*
The Pinchcliffe Grand Prix	(HBO) ST	Atlantic
Popeye	(HBO) ST*	GGC
The Postman Always Rings Twice	HBO	Paramount
The Private Eyes	(HBO)	Loimar
The Purple Taxi	ST	HBO
Raging Bull	HBO*	Quartet Films
Resurrection	(HBO) (ST)	MGM/UA
The Return	(HBO)	Universal
Return Engagement		G.F.M. Ltd.
Roadie		HBO
Robin Hood		C*
Rockshow	ST*	MGM/UA
The Rollicking Adventures of Eliza Fraser	HBO	Warner Bros.
Savage Weekend	ST*	Miramax
Sayonara		Authenar Investments
Second Hand Hearts		Swank
The Secret of Seagull Island	HBO	C*
Seven Women		Samuel Goldwyn Co.
She's 19 and Ready	ST	Loimar
Shock Waves		ITC
The Shogun Warriors		MGM/UA
Grandizer	ST*	Telepictures
The Shogun Warriors: Starvengers	ST	Samuel Goldwyn Co.
Shool the Sun Down	HBO*	Blum Group
Simon		Blum Group
Skatetown U.S.A.		Gold Key
Smoke and the Bandit II	ST*	Warner Bros.
Snowball Express	(HBO) (ST) (TMC)	Columbia
Somewhere in Time	HBO*	Universal
Sphinx	HBO*	Disney/Buena Vista
Squeeze Play	ST	Universal
St. Ives		Warner Bros.
Star Trek—The Motion Picture		Paramount
Stay Hungry		C

Film	Networks	Distributor
Steel	HTN* (C)	HBO
Stories from a Flying Trunk		C*
The Stunt Man	HBO (TMC)	Columbia
Sunday in New York		MGM/UA
The Tender Trap	ST*	C
Tess		MGM/UA
Thief	HBO TMC*	Columbia
This is Elvis	(HBO) TMC*	MGM/UA
Those Lips, Those Eyes		Warner Bros.
Thunderbirds in Outer Space	ST*	(C) MGM/UA
Toby and the Koala Bear		ITC
Tribute	HBO*	Satori
Trilogy	HBO* (ST)	Kudos Films
Tuck Everlasting	(ST) (TMC)	Viacom
The Tunnel of Love	ST	Coe Films
Twelve Plus One	ST	MGM/UA
Two English Girls		Ho-Tel
Underground Aces		C
Up River	ST*	Janus
Valentino	(TMC)	Filmways
The Way We Were	(HBO) ST*	Gold Key
When Hell Was in Season	HBO	MGM/UA
Wholly Moses	HBO	Columbia
Why Would I Lie?	(ST)	HBO
The Wild Child		Columbia
The World's Greatest Athlete	(HBO) ST	MGM/UA
Xanadu	(HBO) (TMC)	HTN*
The Young Lovers		C

Cable Network Legend

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network/HTN Plus (launching this month)
C—Cinemax

■ Networks in parentheses indicate carriage in October, November, December, January and/or February.

■ An asterisk following a network indicates the film is a carry-over from October, November, December, January and/or February.

■ In total, 183 films appear on the March schedules of HBO, Showtime, The Movie Channel, HTN/HTN Plus and Cinemax. Of those titles during the last six months (October-December 1981, January-February 1982), two titles ("My Bodyguard," "Resurrection") have appeared on all five networks. Seven titles have been shown on four services, 32 on three and 46 on two networks. Ninety-six films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 31 titles, followed by Warner Brothers with 27, and the tandem of Universal and Columbia with 14 apiece.

■ Clear choice for the March program guide covers is Clint Eastwood plus traveling companion from "Any Which Way You Can." The film gets front billing on the guides of HBO, Showtime, The Movie Channel and HBO/Cinemax. Showtime also features Barry Manilow in a scene from his upcoming concert special. Sharing space on Cinemax: "Flash Gordon," "The Postman Always Rings Twice" and "Barefoot in the Park," a new video adaptation of the Neil Simon smash. In its first monthly guide, Home Theater Network features "Tess."

Special Notes

1) Several changes have been made in the pay distributor listings of the chart, due to recent developments. Films by United Artists and MGM will now be grouped under the MGM/UA banner. Avco Embassy Films will now be listed as Embassy.

2) "Alice, Sweet Alice," a film appearing on HBO last month, was presented on the service under the title "Holy Terror." The service has decided to reshoot the film this month with the original title.

Top 20 cable MSOs

Rank	Multiple System Operator	Subscribers
1	American Television and Communications	1,810,000
2	Tele-Communications, Inc.	1,646,566
3	Teleprompter/Westinghouse	1,642,381
4	Cox Cable Communications	1,098,663*
5	Starer Cable Communications	850,000*
6	Warner Amex Cable Communications	850,000*
7	Times Mirror	667,497*
8	Newhouse Broadcasting**	588,794
9	Rogers UA Cablesystems***	560,882
10	Viacom Cablevision****	530,097
11	United Cable Television	463,494
12	Continental Cablevision	456,900
13	Sammons Communications	444,221
14	TeleCable Corporation	297,100
15	Cablecom General/Capital Cities	292,949
16	General Electric Cablevision	287,000*
17	Heritage Communications	244,201
18	Cablevision Systems Development	219,164*
19	Comcast Corporation	218,012
20	Daniels & Associates	217,649

*Subscriber counts as of 12/31/81. Those without notation are as of 1/31/82.

**Includes Metro/Vision, NewChannels and Vision Cable.

***Includes UA-Columbia and U.S. Cablesystems (Rogers).

****Includes 40 percent ownership in Nor-Cal Cable.

Top 20 cable systems

Rank	Location	Operator	Subscribers
1	San Diego, CA	Cox Cable	210,590*
2	Manhattan, NY	ATC	153,800*
3	Oyster Bay (Long Island), NY	Cablevision Systems	140,000*
4	East Orange, NJ	Maclean Hunter Cable	131,779*
5	Los Angeles, CA	Teleprompter	104,750
6	Wayne, NJ	Rogers UA Cablesystems	101,670
7	Tulsa, OK	United Cable TV	97,488
8	Erie County, NY	Prime Cable	92,833
9	San Jose, CA	Gill Industries	89,799
10	San Antonio, TX	Rogers UA Cablesystems	88,710
11	Audubon, NJ	NVT Cable	84,610*
12	Tidewater, VA	Cox Cable	80,559*
13	Austin, TX	ATC	80,000*
14	Central Islip, NY	Viacom	79,853
15	Honolulu, HI	ATC	79,000*
16	Orlando, FL	ATC	76,100*
17	Manhattan, NY	Teleprompter	70,210
18	Toledo, OH	Buckeye Cablevision	68,961
19	Seattle, WA	Teleprompter	68,665
20	Wilmington, DE	Rollins Cablevision	68,579

*Subscribers as of 12/31/81. Those without notation are as of 1/31/82.